



ASB YOUTH FOR AGRICULTURE AWARD CONTEST GUIDELINES

Program Overview

A Red Deer County ASB initiative, the **ASB Youth for Agriculture Award** (ASB YFAA) is an annual contest open to Red Deer area residents of the ages 13 to 18 as of the contest deadline.

Youths are invited to enter the contest with the purpose of promoting agriculture in Red Deer County. Entrants can write an article or create a video on the contests agriculture topic for the year.

Prizes will be awarded in two (2) categories, Senior and Junior, and the prize winners' article or video will be featured in the Red Deer County News, the Red Deer County website, Social Media accounts, and Promotional Materials.

Eligibility:

To be eligible to enter the ASB YFAA contest, entrants must:

- be a current resident of the Red Deer area
- be 13 to 18 years of age as of the contest deadline (November 15)
- have parental consent to enter the contest (under 18 years of age); *parental signature is required on the entry submission form.*

The contest has two (2) categories:

Category	Ages (as of the contest deadline)
Senior	Age 16 to 18
Junior	Age 13 to 15

Senior entrants can win first place in the senior category once only. Junior entrants can win first place in the junior category once, and also enter to win in the senior category when eligible.

How to Enter:

All entries must be submitted by email to agriculture@rdcounty.ca by November 15 of the contest year, with the subject line: ASB YFAA Entry.

A completed and legible entry submission form must accompany the entry and be submitted by November 15. One entry per eligible person. There is no fee to enter the contest.

Submission Requirements:

Entries must be on the agricultural topic of the year. Contest entry submissions must meet the following requirements:

Articles:

- 400 minimum to 1000 words maximum
- Article File Format: Word
- Article Pictures format: JPEG
- Submit by email along with a completed and legible entry submission form

Videos:

- 2 minutes minimum to 10 minutes maximum running time
- Live action or animated
- Video uploaded to YouTube, and the YouTube link submitted
- Submit YouTube link by email with a completed and legible entry submission form

Incomplete, illegible or incorrect entry submissions will not be considered. Entry submissions with incomplete, inappropriate, plagiarized or copyrighted (music, images etc.) content will be disqualified.

Agricultural Topic and Contest Documents:

The topic for the year will be posted on the Red Deer County website on an annual basis. Contest documents, including the entry submission form and scoring rubric can be accessed on the website as well. Visit rdcounty.ca/agriculture for further information.

Prize Awards:

Category	1st Place	2nd Place	3rd Place
Senior	\$1000	\$500	\$250
Junior	\$1000	\$500	\$250

The top three (3) eligible submissions selected in each category will be awarded prizes. Prizes are awarded individually. The chosen prize winners will be presented with prize award cheques in late December / early January; prize award cheques may be mailed out in the event of scheduling conflicts.

Judging

Articles and videos will be judged on content, presentation and relevancy to the contest topic. Judging will be completed by Red Deer County staff and the Agricultural Services Board. The ASB YFAA scoring rubric will be used to guide the judging process.

To be Declared a Winner:

The selected entrant is required to email a bio and photo of themselves (which will be published on the website, on social media accounts, and in program promotional materials) within five (5) days' notice to agriculture@rdcounty.ca.

If any conditions are not met or if the selected entrant cannot be contacted, the selected entrant will be disqualified and shall not be entitled to receive any prizes.

Consent, and Use of Image and Use of Entry:

An entrant who is below the age of majority must have the consent of their parent or legal guardian to enter the contest and to submit their personal information in connection with the contest. Parental signature is required on the entry submission form.

Submission of an article or video grants Red Deer County the right to publish the name, image and bio details of the entrant and the entrant's video, article, and article photographs in Red Deer County News, Red Deer County website, Social Media accounts, and Red Deer County Promotional Materials.

Questions?

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